



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Eustis
Virginia**

BRIEFING OUTLINE

Fort Eustis

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

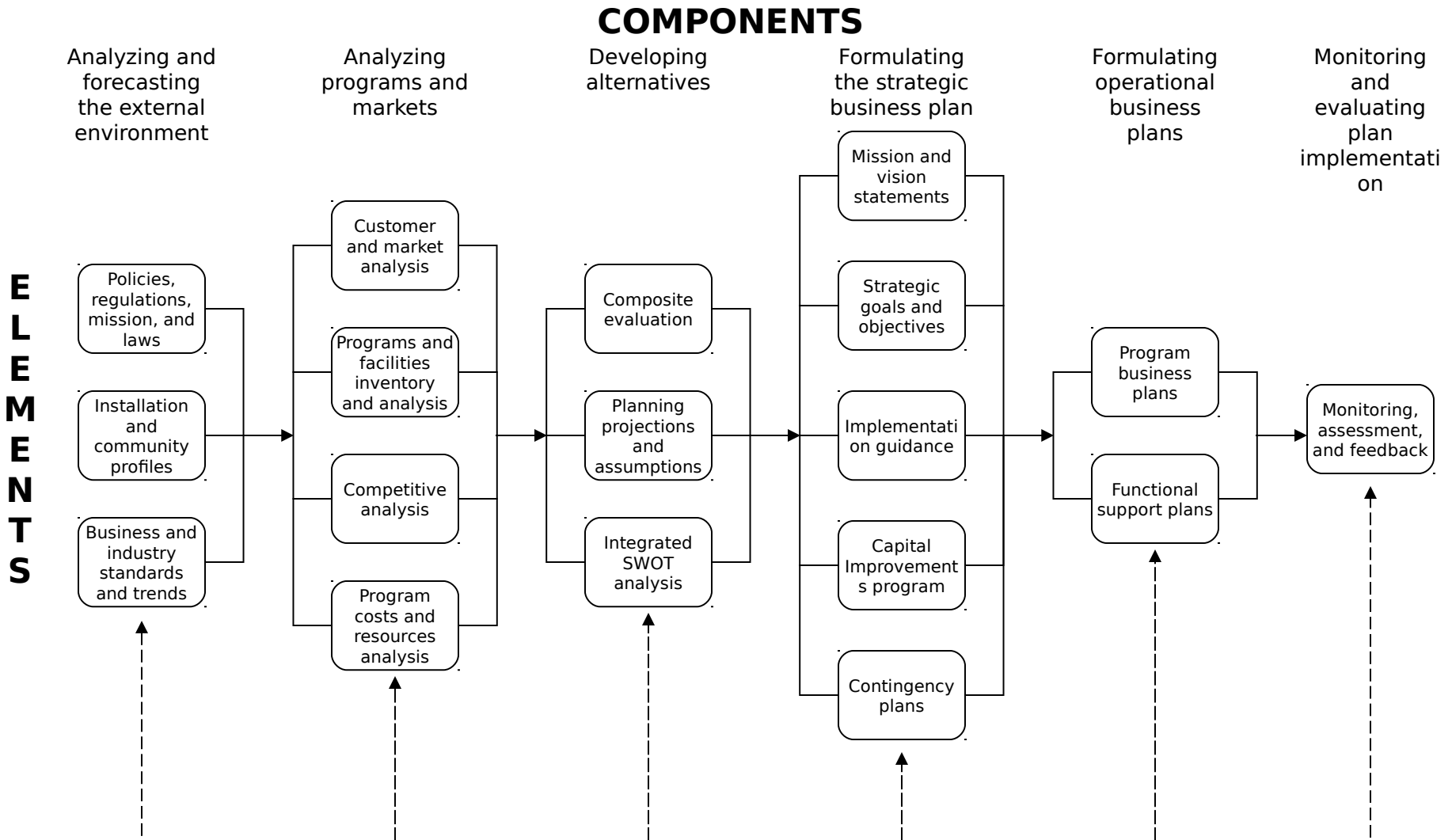
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to 4 patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,639 surveys were distributed at Fort Eustis



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Eustis:					
Active Duty	6,545	1,221	90	7.37%	±10.26%
Spouses of Active Duty	2,483	1,363	152	11.15%	±7.70%
Civilian Employees	4,981	914	223	24.40%	±6.41%
Retirees	4,043	1,141	306	26.82%	±5.39%
Total	18,052	4,639	771	16.62%	±3.45%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

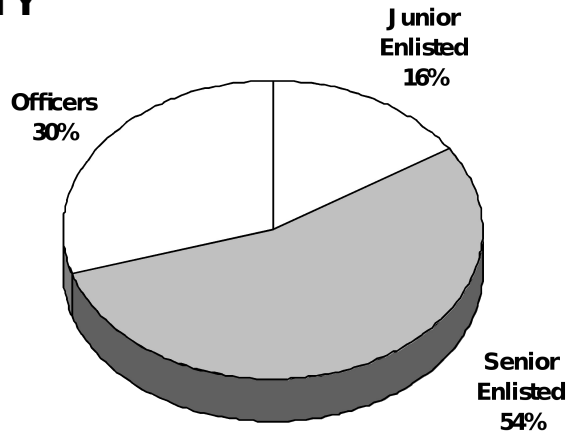
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

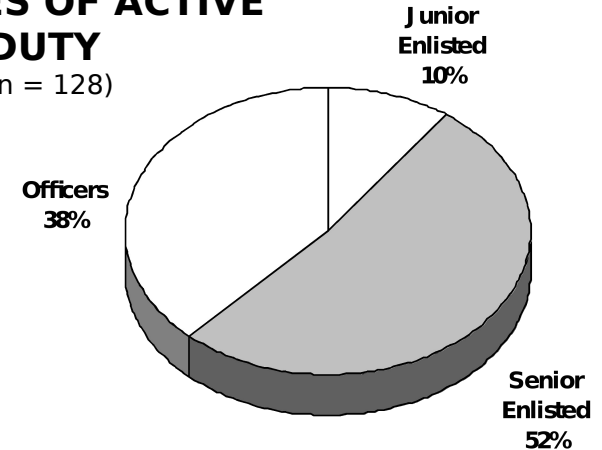
ACTIVE DUTY

(n = 84)



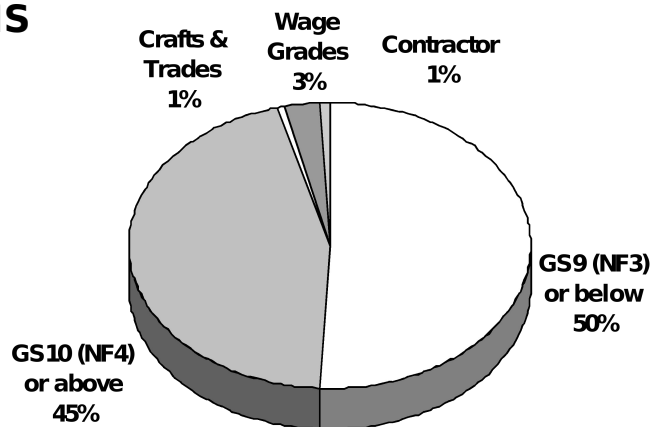
SPOUSES OF ACTIVE DUTY

(n = 128)



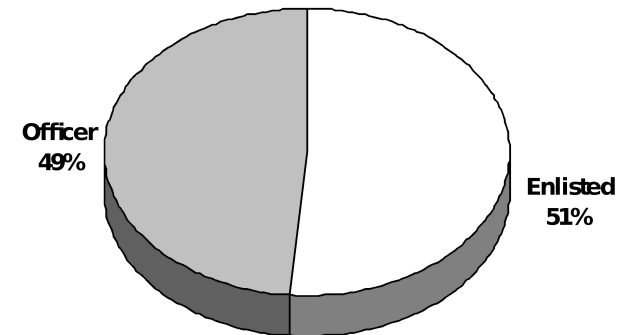
CIVILIANS

(n = 221)



RETIREEES

(n = 235)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FT. EUSTIS

Fort Eustis

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	51%
ITR - Commercial Travel Agency	33%
Outdoor Recreation Center	32%
Car Wash	32%
Bowling Center	29%

LEAST FREQUENTLY USED FACILITIES

BOSS	3%
School Age Services	4%
Bowling Pro Shop	5%
Child Development Center	5%
Arts & Crafts Center	6%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FT. EUSTIS*

Fort Eustis

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

BOSS	4.43
School Age Services	4.38
Youth Center	4.26
ITR – Commercial Travel Agency	4.25
Golf Course Pro Shop	4.21

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Army Lodging	3.68
Automotive Skills	3.74
Car Wash	3.75
Bowling Pro Shop	3.82
Library	3.83

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FT. EUSTIS*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Cabins & Campgrounds	4.21
Youth Center	4.18
Child Development Center	4.17
School Age Services	4.16
BOSS	4.15

FACILITIES WITH LOWEST QUALITY RATINGS*

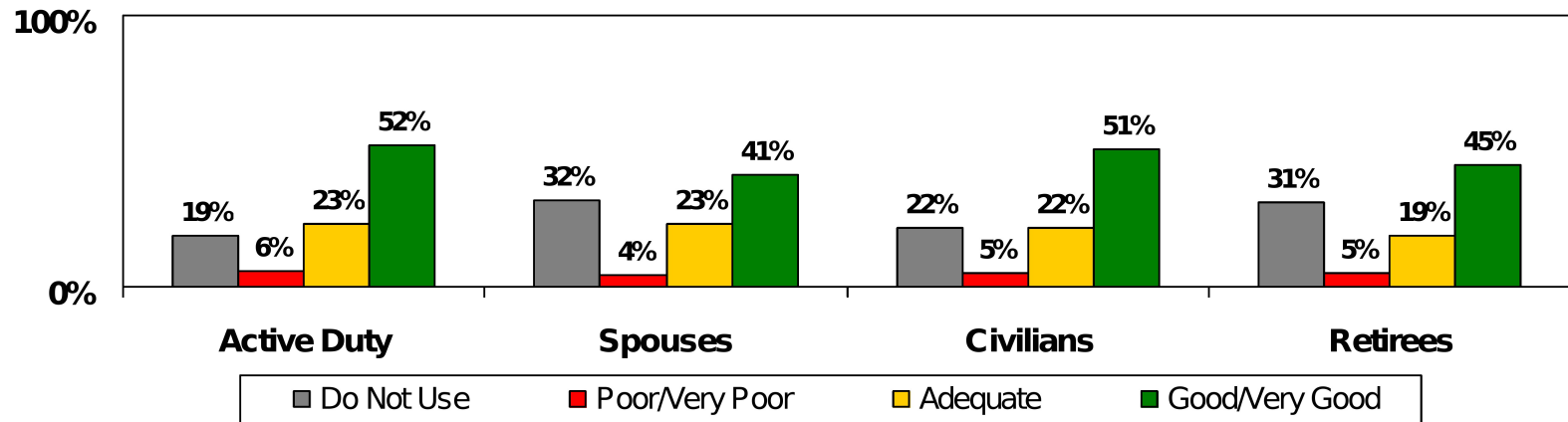
Army Lodging	3.39
Car Wash	3.53
Multipurpose Sports/Tennis Courts	3.64
Library	3.67
Automotive Skills	3.68

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

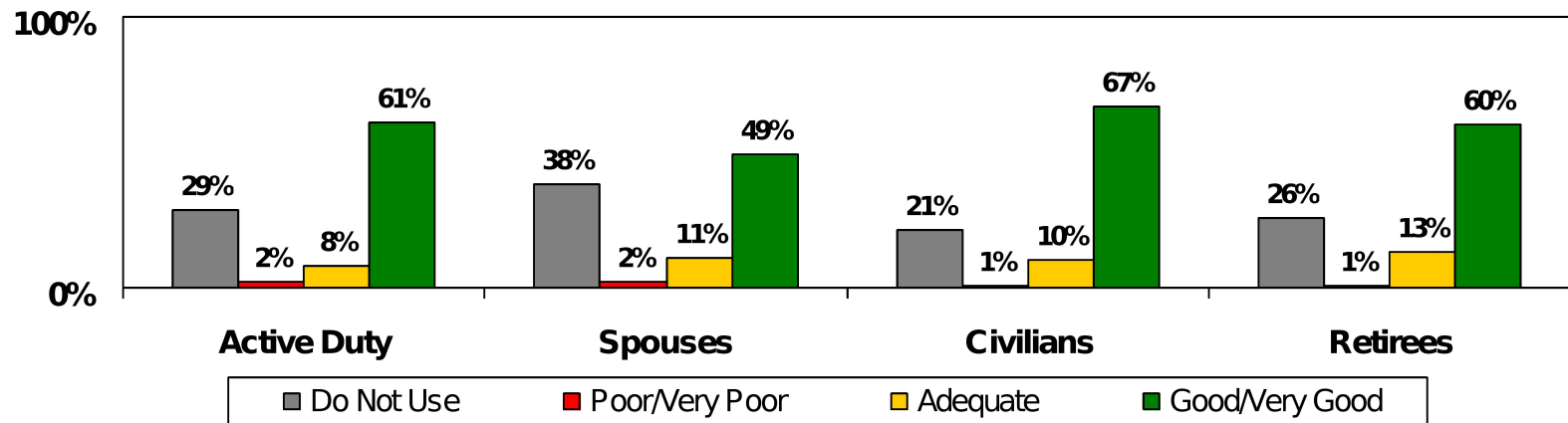
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



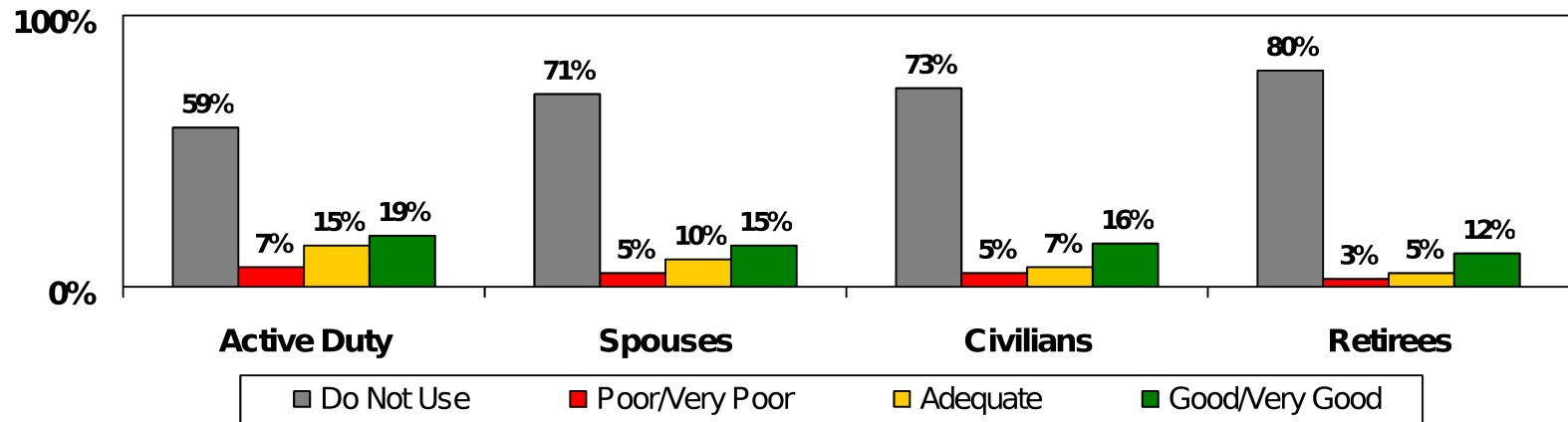
Quality of Off-Post Services



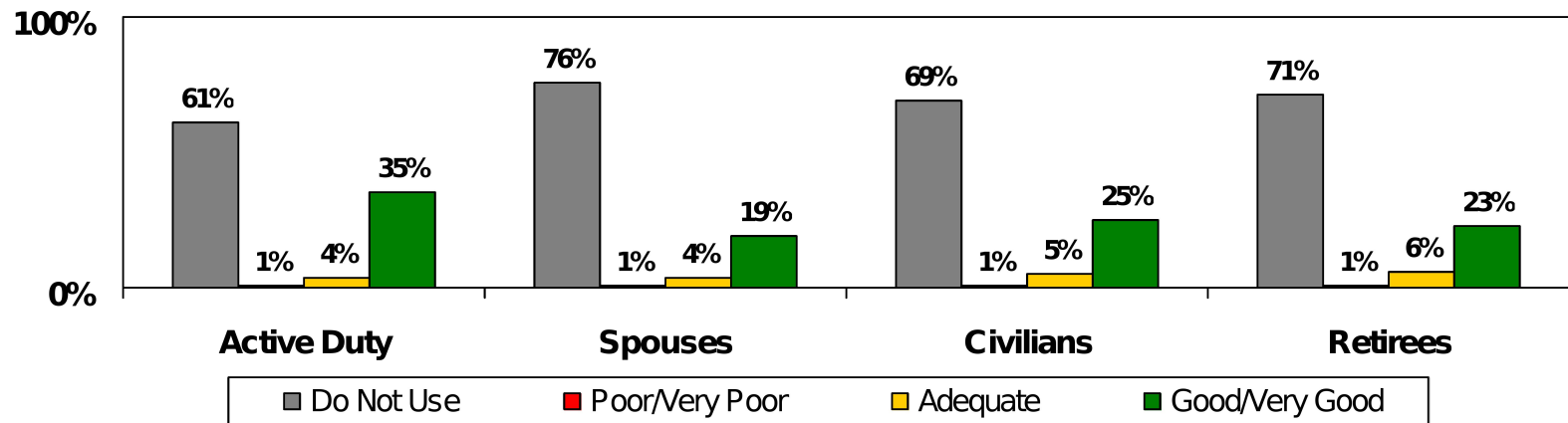
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



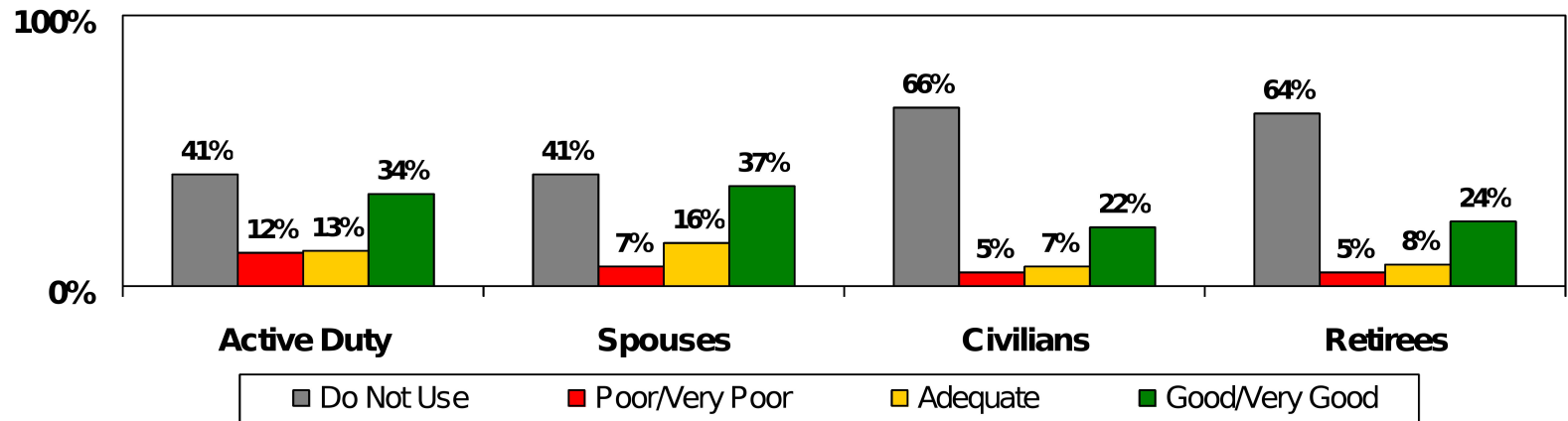
Quality of Off-Post Services



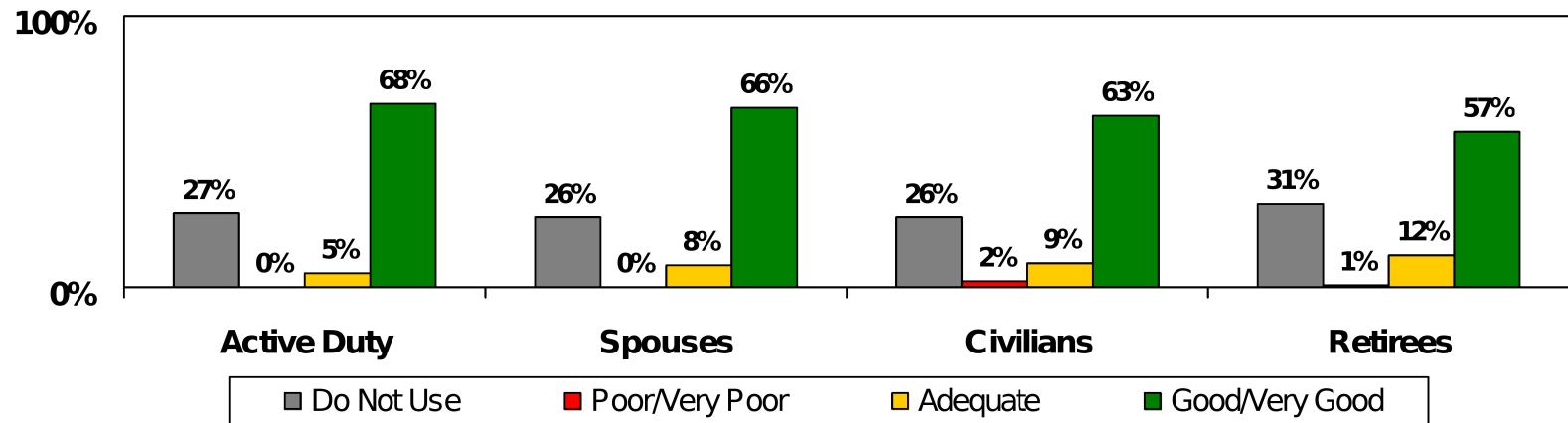
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

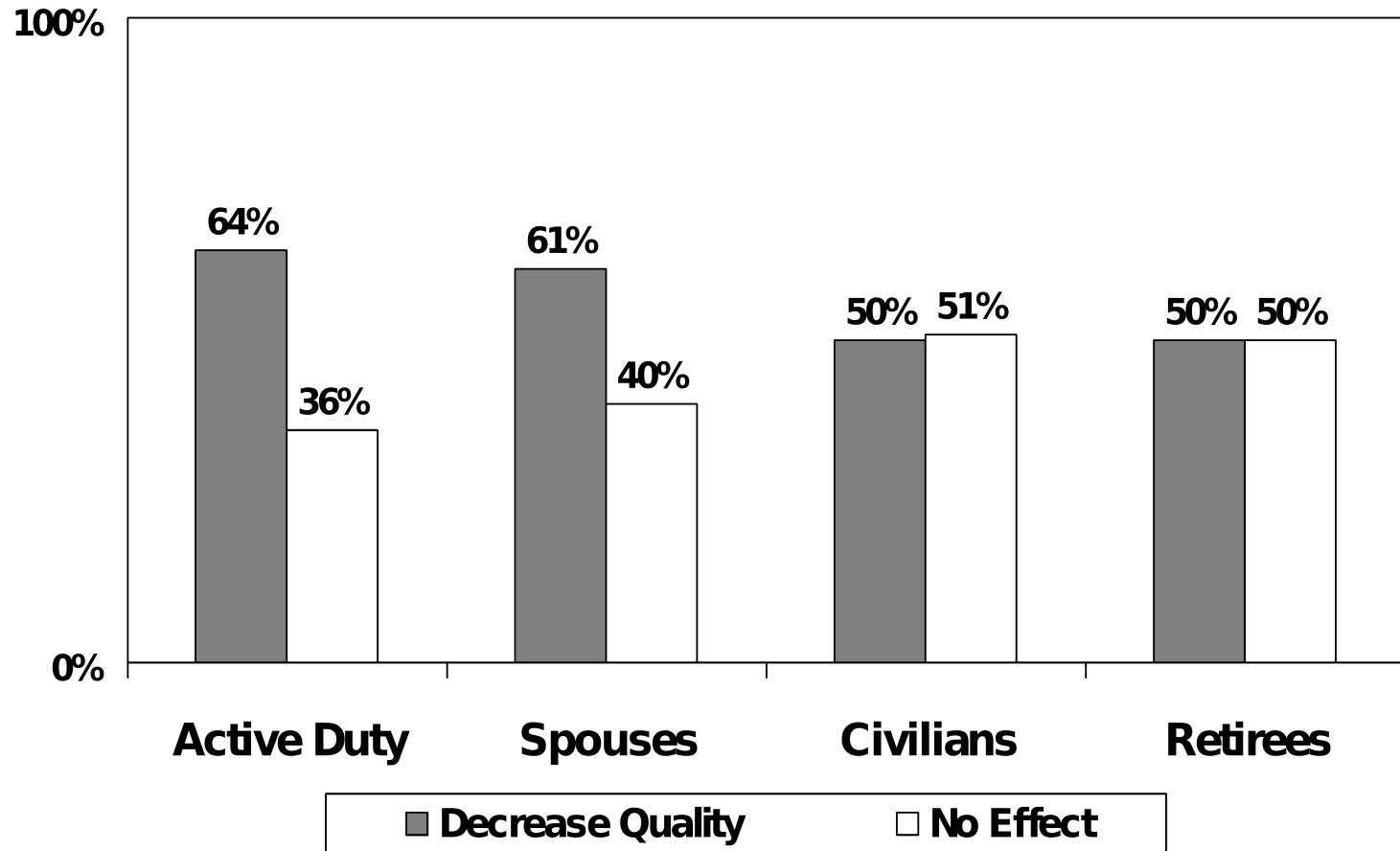


Quality of Off-Post Services



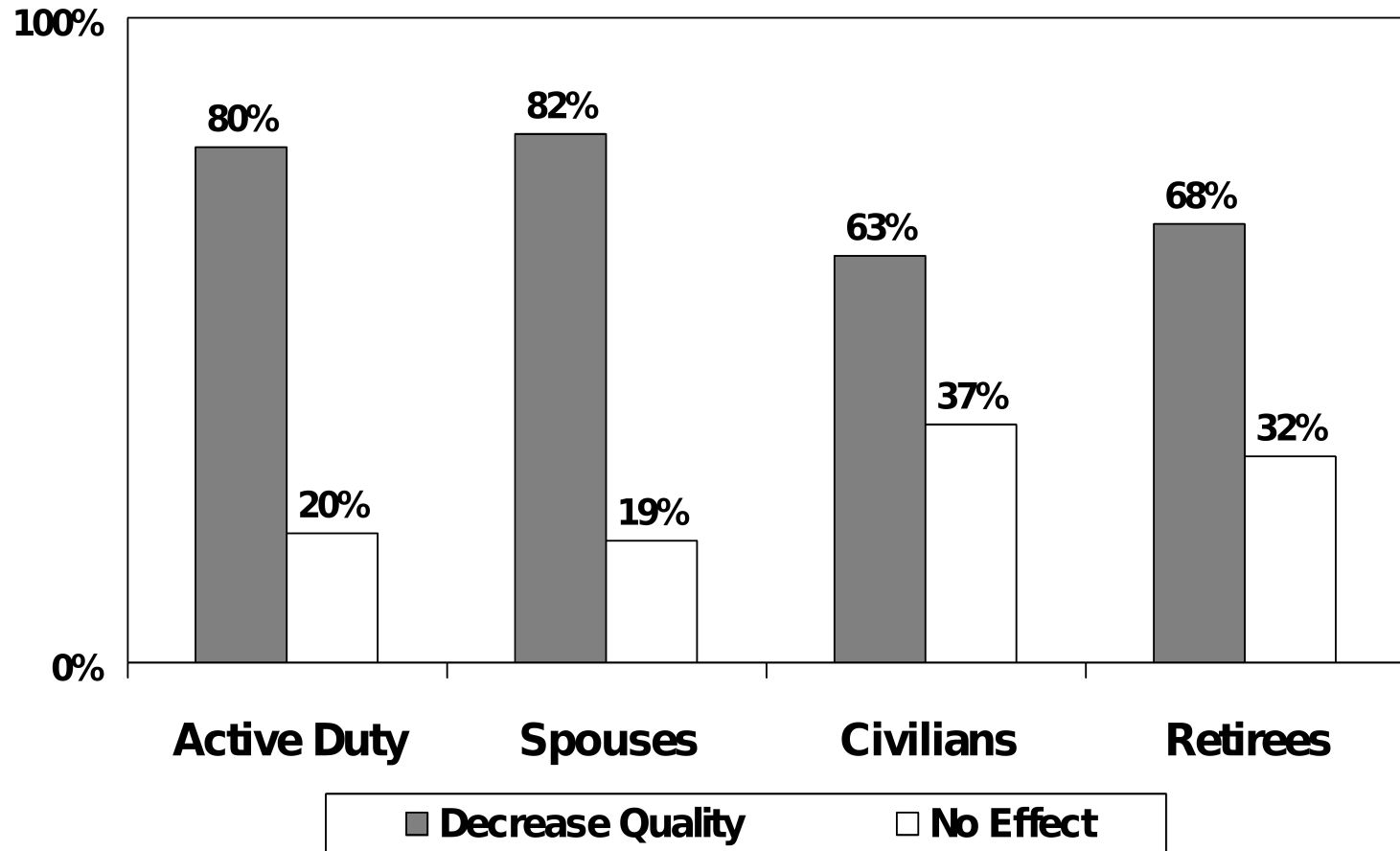
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	77%
Army Lodging	68%
Child Development Center	56%
Youth Center	50%
Library	49%
ITR Office	47%
Athletic Fields	45%

RV Park	69%
Golf Course Pro Shop	56%
Bowling Pro Shop	53%
Car Wash	50%
Arts & Crafts Center	49%
Golf Course Food & Beverage	44%
Golf Course	41%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	22%	15%	15%	8%	16%
E-mail	44%	16%	42%	16%	33%
Friends and neighbors	25%	41%	24%	29%	28%
Family Readiness Groups (FRGs)	20%	12%	3%	1%	10%
Bulletin boards on post	45%	22%	28%	25%	33%
Post newspaper	51%	52%	57%	54%	53%
MWR publications	33%	18%	30%	25%	28%
Radio	2%	0%	0%	1%	1%
Television	9%	1%	2%	2%	5%
My child(ren) let(s) me know	1%	3%	2%	1%	2%
Other unit members or co-workers	37%	18%	31%	14%	28%
Unit or post commander or supervisor	24%	8%	8%	4%	13%
Marquees/billboards	18%	20%	20%	16%	19%
Flyers	34%	28%	42%	34%	35%
Other	10%	13%	10%	14%	11%
I never hear anything	5%	12%	4%	13%	7%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	95%	85%
Better Opportunities for Single Soldiers	77%	N/A
Army Community Service	56%	49%
MWR Programs and Services	76%	80%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	60%	86%	14%
Outreach programs	53%	69%	31%
Family Readiness Groups	75%	75%	25%
Relocation Readiness Program	67%	87%	13%
Family Advocacy Program	72%	78%	22%
Crisis intervention	57%	75%	25%
Money management classes, budgeting assistance	66%	79%	21%
Financial counseling, including tax assistance	75%	90%	10%
Consumer information	46%	80%	20%
Employment Readiness Program	55%	83%	17%
Foster child care	34%	50%	50%
Exceptional Family Member Program	69%	82%	18%
Army Family Team Building	61%	79%	21%
Army Family Action Plan	54%	78%	22%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	49%	94%	6%
Outreach programs	41%	73%	27%
Family Readiness Groups	71%	71%	29%
Relocation Readiness Program	63%	91%	9%
Family Advocacy Program	69%	83%	17%
Crisis intervention	40%	80%	20%
Money management classes, budgeting assistance	59%	69%	31%
Financial counseling, including tax assistance	65%	88%	13%
Consumer information	28%	57%	43%
Employment Readiness Program	60%	73%	27%
Foster child care	16%	50%	50%
Exceptional Family Member Program	61%	81%	19%
Army Family Team Building	47%	83%	17%
Army Family Action Plan	29%	83%	17%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	50%	38%
Personal job performance/readiness	50%	37%
Unit cohesion and teamwork	53%	44%
Unit readiness	53%	48%
Relationship with my spouse	45%	39%
Relationship with my children	48%	38%
My family's adjustment to Army life	44%	48%
Family preparedness for deployments	53%	47%
Ability to manage my finances	46%	27%
Feeling that I am part of the military community	42%	44%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	94%	81%
Helps minimize lost duty/work time due to lack of child care/youth services	94%	82%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	69%	54%
Allows me to work outside my home	73%	71%
Allows me to work at home	63%	41%
Offers me an employment opportunity within the CYS program	57%	42%
Allows me/my spouse to better concentrate on my/our job(s)	87%	75%
Provides positive growth and development opportunities for my children	94%	86%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	90%
Personal job performance/readiness	89%
Unit cohesion and teamwork	82%
Unit readiness	82%
Ability to manage my finances	80%
Feeling that I am part of the military community	82%
Relationship with my children (single parents)	63%
My family's adjustment to Army life (single parents)	63%
Family preparedness for deployments (single parents)	75%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	64%
Entertaining guests at home	56%
Internet access/applications (home)	51%
Going to movie theaters	50%
Going to beaches/lakes	40%
Special family events	39%
Gardening	38%
Automotive detailing/washing	36%
Festivals/events	36%
Walking	35%

Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	77%
Entertaining guests at home	75%
Going to movie theaters	70%
Internet access/applications (home)	64%
Special family events	62%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	67%
Entertaining guests at home	52%
Internet access/applications (home)	49%
Going to movie theaters	46%
Festivals/events	45%

Top 5 for Active Duty

Entertaining guests at home	55%
Watching TV, videotapes, and DVDs	49%
Internet access/applications (home)	48%
Automotive detailing/washing	43%
Going to movie theaters	43%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	72%
Entertaining guests at home	51%
Internet access/applications (home)	50%
Going to movie theaters	48%
Walking	46%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	11%
Softball	11%
Soccer	8%
Touch/flag football	7%
Volleyball	6%

Outdoor Recreation

Going to beaches/lakes	40%
Fishing	25%
Picnicking	24%
Bicycle riding/mountain biking	19%
Camping/hiking/backpacking	14%

Social

Entertaining guests at home	56%
Special family events	39%
Dancing	25%
Happy hour/social hour	24%
Night clubs/lounges	24%

Sports and Fitness

Walking	35%
Cardiovascular equipment	35%
Weight/strength training	27%
Bowling	21%
Running/jogging	20%

Entertainment

Watching TV, videotapes, and DVDs	64%
Going to movie theaters	50%
Festivals/events	36%
Plays/shows/concerts	33%
Attending sports events	26%

Special Interests

Internet access/applications (home)	51%
Gardening	38%
Automotive detailing/washing	36%
Automotive maintenance & repair	33%
Digital photography	23%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Cardiovascular equipment	23%	12%	35%
Reading	22%	N/A	22%
Internet access (library)	17%	N/A	17%
Weight/strength training	15%	12%	27%
Multi-media (videos, DVDs, CDs)	15%	N/A	15%
Reference/research services	15%	N/A	15%
Study/self development	14%	N/A	14%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

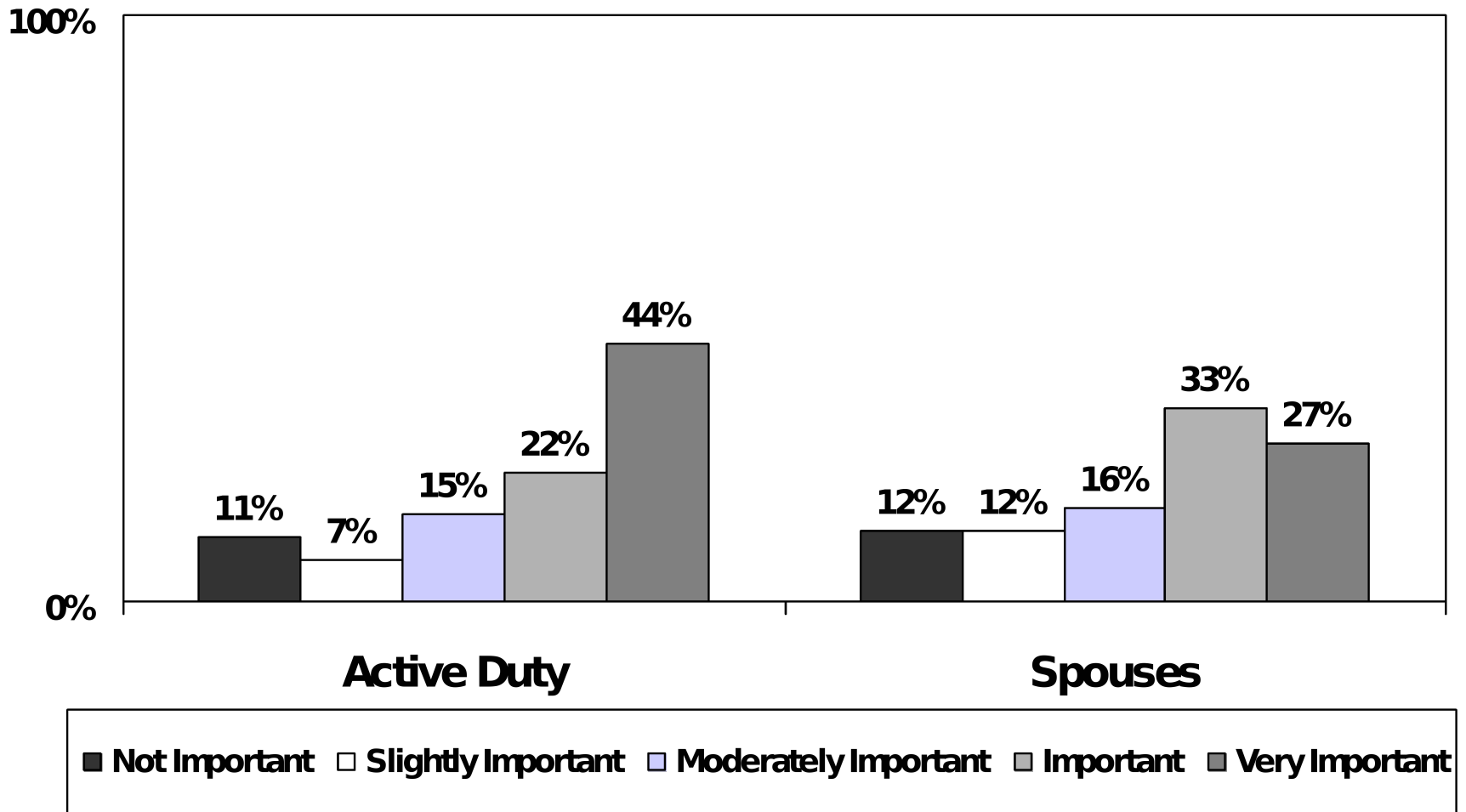
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	4%	3%	44%	51%
Gardening	2%	3%	33%	38%
Automotive detailing/washing	9%	6%	20%	36%
Automotive maintenance & repair	8%	11%	13%	33%
Digital photography	1%	5%	17%	23%
Computer games	1%	1%	21%	23%
Trips/touring	1%	15%	0%	15%

*Top 7 special interest activity preferences ranked by overall participation.

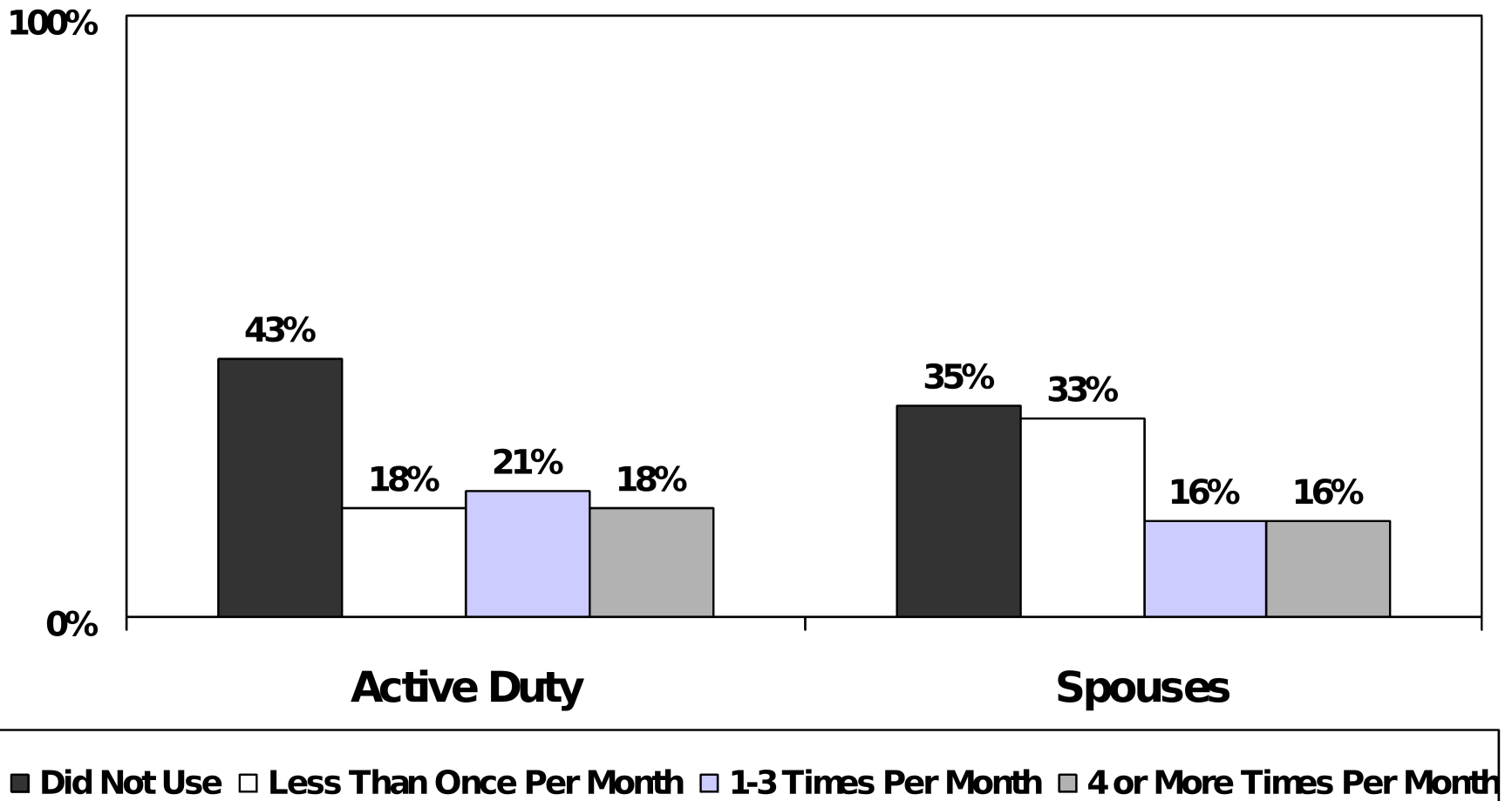
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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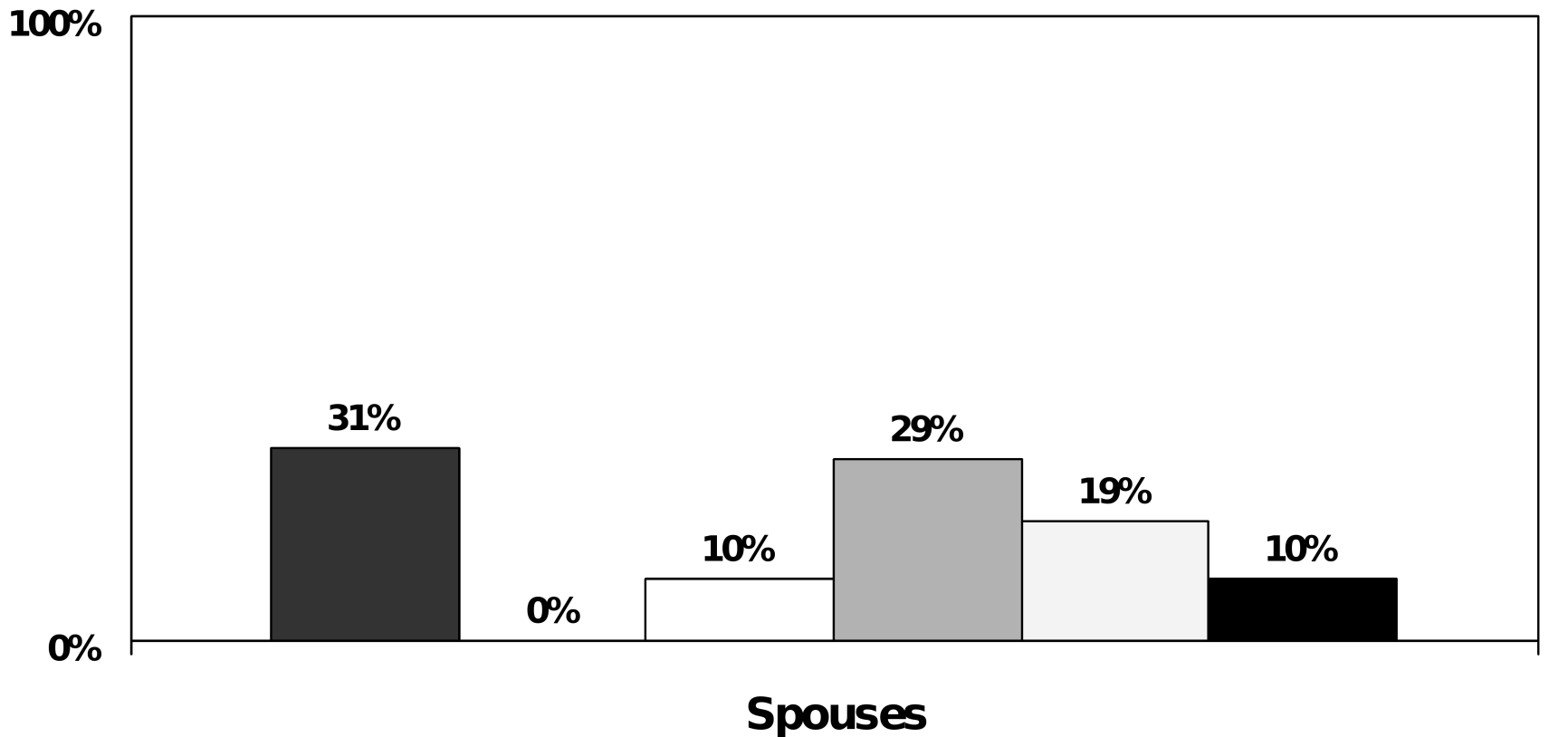
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	10%
Probably will not make military a career	4%
Undecided	11%
Probably will make military a career	15%
Definitely will make military a career	60%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	9%
Not Sure	13%
Yes	78%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)